

Tuckahoe Kids Table: Project Proposal

October 13, 2021

**Proposed to: Mayor Omayra Andino by Hudson Leo
Axelbaum and Dada and Mama Axelbaum.**

Hudson:

What: Making a stand for kids to sell things to benefit the community

Why: To raise money for our community

Who: People who come by the stand

Where: At the Farmer's Market or at our driveway

When: Every Sunday at the Farmer's Market

How: Kids can sign up and we can post it online. Kids would come and everybody would have a turn every Sunday. They can sell hot cocoa, lemonade, apple cider, cookies, cereal, toys, and crafts. People can give the money they want (like they can give \$1 or \$100).

From the grown-ups:

- Goals:
 - **Community engagement:** Get community more involved with the village with more touchpoints for how to help/donate
 - **Learning opportunity for kids:** Get kids more involved in civic duty and understanding some things about business (What is cost of goods? How much do you need to “sell” it for?)
 - **Marketing/PR opportunity:** promote good will for our local politicians that is completely apolitical
 - Marketing aspect:
 - Opportunity for good PR for Omayra and team that is totally neutral
 - Create a feel-good moment for people to connect with local team
 - Calling it the “Mayor’s Table” or something like that will help promote Omayra to the community
 - Ongoing means it can be a campaign that keeps positive touch points for Omayra and team to the village
 - Ideas:
 - Run an application time for kids to send proposals for what they want to use the table for and what they will sell
 - Have a curated list of charities that support the village ahead of time (Tuckahoe Beautification, Library, Green committee, etc)
 - Takeaway “gifts” during holiday season (hot cocoa jars, crafts, etc)
 - Families who get selected responsible for their cost of goods and set up
 - Considerations:
 - Farmer’s Market best place?
 - Is there a power source there if kids want to sell hot chocolate, etc?
 - How to market it
 - Empty store front used for “pop up” shop?
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